



THE ZIMMERMAN GROUP

A New Product & Packaging Resource

TZG has over 35 years of experience serving a wide range of clients with full-service marketing support.

We have expertise in the following marketing disciplines:

- New Product Development & Launch
- Packaging Design
- Advertising & Promotion
- Video Production
- Marketing Research
- Branding & Logo Development
- Website Development
- Social Media

Working on a project basis or as agency of record, we can provide quick turnaround with cost-effective pricing.

NEW BUSINESS DEVELOPMENT

We have been involved from concept to launch of over 200 new products and businesses for our clients.



NEW PRODUCTS & NEW BUSINESS DEVELOPMENT



The Delicious Way To Help Control Blood Glucose

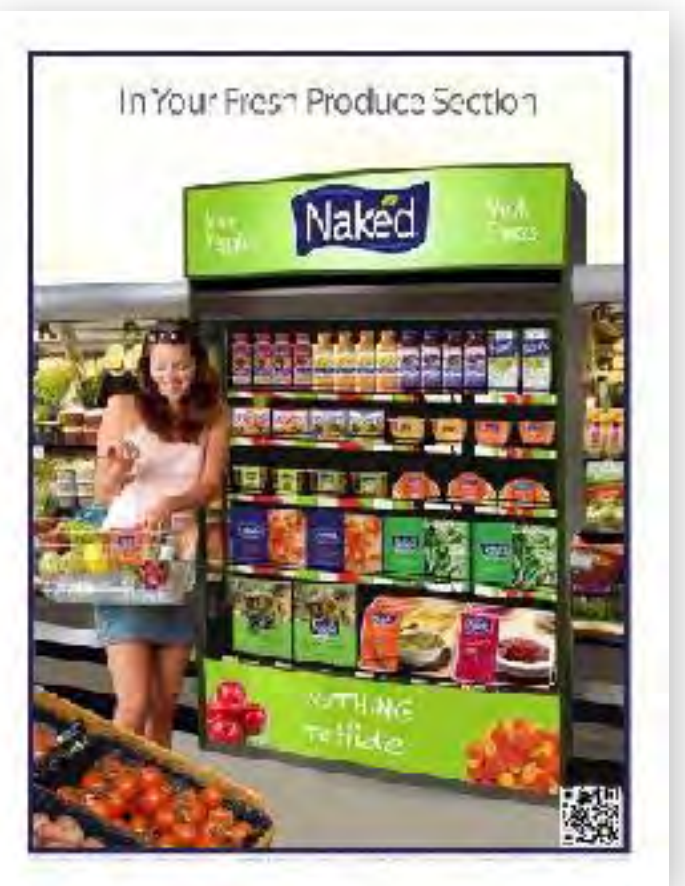
Dreamfields® Contains Only 5 Grams Of Digestible Carbs And A 55% Lower Glycemic Index

With only 5g of GI and 5 grams of digestible carbs and 5 grams of fiber per serving, Dreamfields features unique blood glucose spikes, controlling the amount of sugar that reaches your cells. The American Diabetes Association has recently updated all of its guidelines on dietary intake, giving a key recommendation to eat high fiber foods. The changes reflect a new analysis of the science of carbohydrates. For those who are at risk for diabetes, or already have it, a whole family will love the taste.

For delicious recipes and more information visit www.dreamfieldsfoods.com or call 1-800-250-1917

CREATING AND TESTING NEW PRODUCT CONCEPTS INITIAL DESIGN THRU FINAL PRODUCTION AND LAUNCH

We provide new product support from concept development thru market research and launch.



PACKAGE CONCEPTS

INITIAL DESIGN

THRU FINAL PRODUCTION



PACKAGING DESIGN

TZG has created over 250 consumer package designs.

- ▶ New products
- ▶ Promotional packaging
- ▶ Brand refreshing

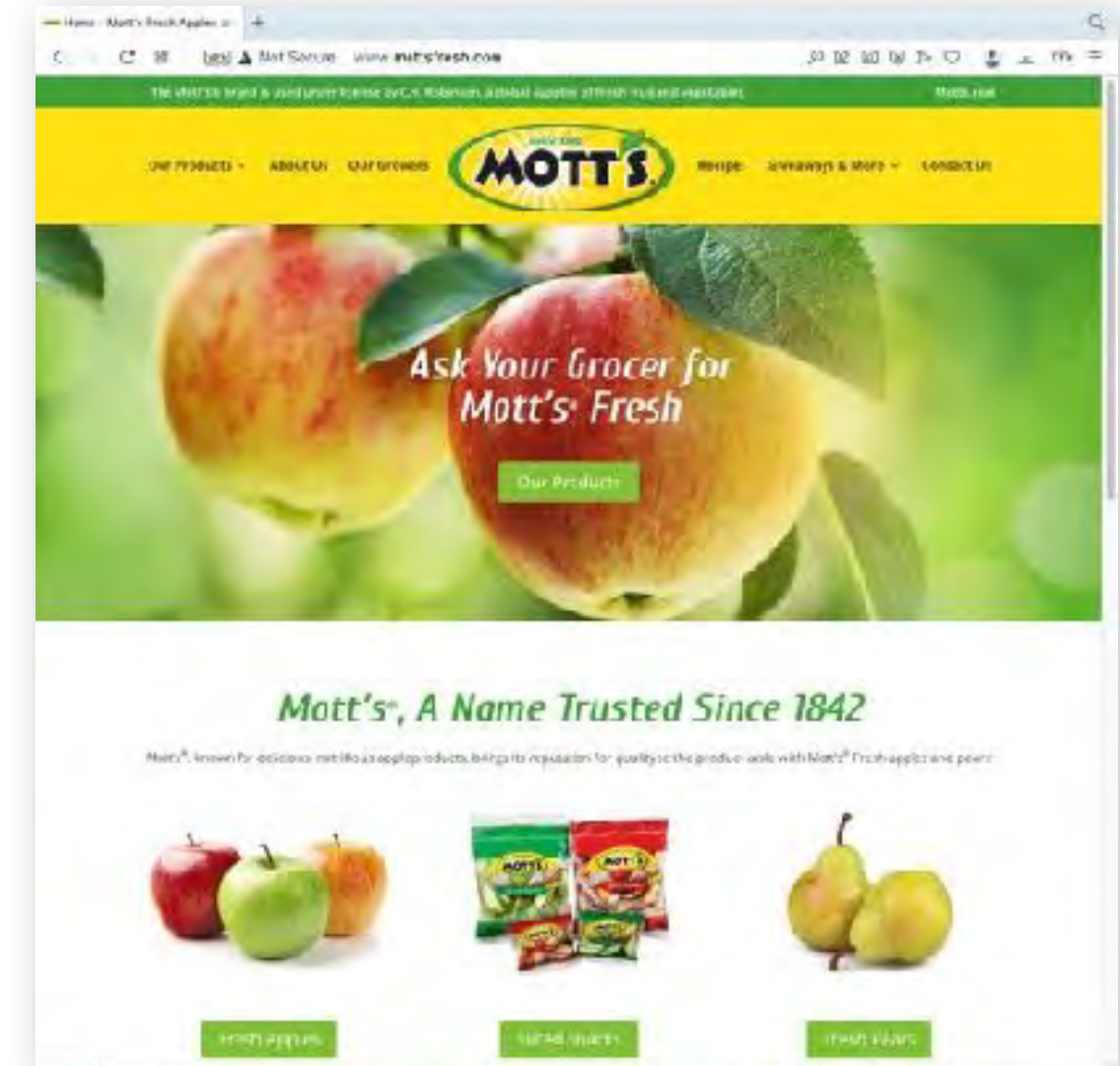
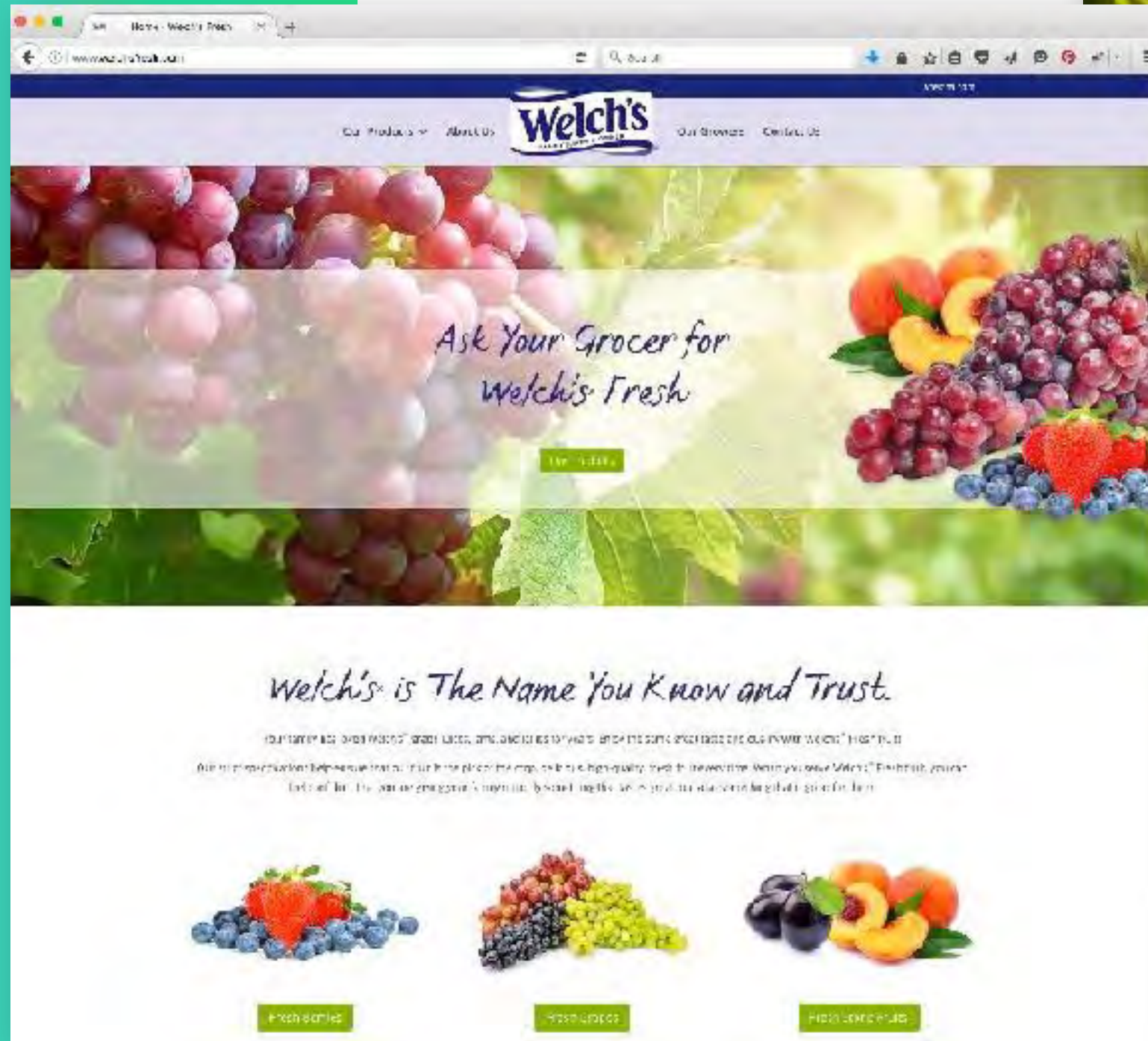


WEBSITES

TZG creates and manages engaging Wordpress websites.

Our involvement ranges from initial build with SEO to periodic page updates.

We use the DIVI template which is user friendly, making it easy for your in-house staff to update information.



DIGITAL ADS

We develop online ads for a wide range of products and categories.

Join us in the fight to
END CHILDHOOD
HUNGER.

LEARN
MORE

**NOKID
HUNGRY**
SHARE OUR STRENGTH

Karo
Fleischmann's
RapidRise
HIGHLY ACTIVE YEAST

impeccably peckable treats

cluck
& CO.

A few words about dieting
from people with diabetes...

*"I can finally enjoy
pasta again!"*

*"No more
feeling
guilty!"*

*"Dreamfields is a
dream come true!"*

DREAMFIELDS
HEALTHY CARB LIVING

Dreamfields Pasta
has a low
glycemic index
plus twice the fiber
of regular pasta!

GIVE IT A TRY AND SEE!
GET A
\$1.00 COUPON
> CLICK HERE <

Upload a photo
of your favorite

**SPOOKY
TREAT**

for a chance to win a
KitchenAid Stand Mixer

Become a Better
BAKER.

SunButter
Sunflower Butter

Chef's Best
SUNBUTTER®
FOODSERVICE RECIPE
CONTEST

He's Your Hero
Treat Him Like One

trusty chicken
CARVIVA
PURE PET
SOFT ON THE INSIDE

CARVIVA

PRINT ADS

We create informative ads with headlines and graphics that capture attention.

YOU'LL LOVE WHAT'S IN IT, AND WHAT'S NOT.

Natural, Simple, Delicious.

- U.S. Grown, Roasted Sunflower Seeds
- 7 Grams of Protein
- Non-GMO
- Top 8 Food Allergen Free

SunButter.com
Download The Free SunButter App For 100+ Recipe Ideas

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We Care About Your Dog's Health and Well-Being, Almost As Much As You Do.

Nutrition so good you'll see a difference in your dog. Guaranteed!

For over 20 years Eagle Pack Holistic Select pet foods have helped millions of pets thrive. We're so confident that if you switch to Holistic Select you'll see a noticeable difference in your pet's energy, coat, appetite and well-being that we **GUARANTEE** it. Go to www.eaglepack.com to learn more about Holistic Select nutrition and our exclusive money-back guarantee.

Holistic select
Holistic-Natural Pet Food
www.eaglepack.com

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POINT OF SALE

TZG creates eye-catching shelf danglers, club store freezer clings, shelf signage with coupons and recipe take-ones.



Help Maintain Healthy Blood Sugar Levels

DREAMFIELDS
HEALTHY CARB LIVING

And Improve Digestive Health!



Pillsbury Simply DELICIOUS Surprisingly EASY




Fast, Fresh & Easy!

Fleischmann's
Pizza Crust Yeast

FAST & EASY

30-MINUTE RECIPE ON PACK

Homemade Pizza
In 30 Minutes
MADE YOUR WAY!



Save 50¢ Now

on **ONE** strip of
FLEISCHMANN'S®
PIZZA CRUST YEAST

**Easy Homemade Pizza
In 30 Minutes!**

Fleischmann's
Pizza Crust Yeast

FAST & EASY

30-MINUTE RECIPE ON PACK



Totino's

FEED THE FRENZY

The **HOT** pick to go all the way



Karo
Lite Syrup

0g High Fructose Corn Syrup

Holiday Favorites. Fewer Calories!

Classic Pecan Pie

Recipe Tip: These classic holiday pies are easy to make and light on the palate. Lightly brush the top of the pie with egg white and sprinkle with brown sugar. If preparing over-baking, cover edges with foil.

Recipe Tip: These classic holiday pies are easy to make and light on the palate. Lightly brush the top of the pie with egg white and sprinkle with brown sugar. If preparing over-baking, cover edges with foil.

Prepared: 5 1/2 cups
Bake time: 40 to 70 minutes
Cool for 2 hours
Makes: 12 servings

Furphy's Apple Pie Recipe On Back

VIDEOGRAPHY

One of eight in a series created for **PURINA FEED** highlighting DuMOR horse products at Tractor Supply Co.

- ▶ Script editing
- ▶ Shot on location
- ▶ Voice over talent selected
- ▶ Stock footage selected
- ▶ Video editing and production

Click on image to view video in browser window



VIDEOGRAPHY

Supported introduction by **CH ROBINSON** of ALBERT BARTLETT Irish potato products into the U.S. market.

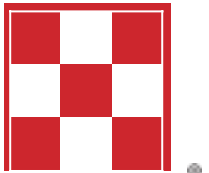
- ▶ Scripted
- ▶ Features Stop Action
- ▶ Developed recipes
- ▶ Shot on location

Click on image to view video in browser window



LOGOS & BRANDING

We create memorable brands and logos based on your positioning.



FEED GREATNESS®



FIX • INTERCEPT • REVIEW • SHOWCASE • TRACKS



COLLATERAL

TZG's expertise in creating sell sheets, tri-folds, postcards, posters, and multi page brochures will ensure your company gets noticed.



RØROS NORWEGIAN BUTTER
Probably The Best Butter In The World!

RØROS BUTTER

WE TAKE OUR TIME WHEN MAKING THIS BUTTER. YOU CAN TELL BY ITS LUSCIOUSLY RICH TRUE-BUTTER TASTE.

We get our cream from small Norwegian organic family farms whose average herd size is 29 cows.

We add live cultures to this base cream then slowly churn in small batches to create a butter that is 86% beautifully rich butterfat, with no added water, color, or artificial flavorings. This handcrafted process creates a butter that is creamy, aromatic, and rich in flavor.

Our salted variety is made by gently kneading in flaky, hand-harvested Norwegian sea salt.

Premium RØROS Butter is rich, soft, and full of true butter flavor. In fact, we think our butter tastes like butter is supposed to taste.

RØROS has won several Norwegian awards for taste and is the preferred butter of Nordic Michelin Starred Chefs.

AVAILABLE FROM GREAT CIAO, INC. - 612.521.8725 MINNEAPOLIS, MN



PRODUCT LAUNCHES BRINGING INTERNATIONAL PRODUCTS INTO THE US MARKET

Partnered with numerous international clients to launch their products in the US.

- ▶ Developed strategic plans, launch plans, and product positioning
- ▶ Package design, sales materials, videos, point-of-sale, and advertising

Click on image to view video in browser window



Norway



Canada

Thailand

TRADE SHOW BOOTHS & BANNERS

We create pull-up banners and booth sizes from 10x10 to 30x40 – concept and design through final print-ready art. We just finished this 30x40 booth for **POTANDON**

GREEN GIANT

FRESH for the 2022 Fresh Produce Show.

Meeting Area

6' rotating backlit cube suspended from ceiling.



30' Pergola



Product bin displays.



Kitchen for preparing tasting samples.

Video Kiosks

TRADE SHOW

BOOTHS

NESTLE-PURINA ANALYTICAL LABORATORIES

10' x 10' tension fabric booth.



TINO'S ARTISAN KITCHEN
20' x 10' booth introducing new handheld convenience products.



DOWN'S FOOD GROUP
30' x 10' booth with private meeting room, podium, and rotating pillar.

TRADE SHOW

BANNERS



DuMOR PULL UP BANNERS

For trade show and POS use.



5'x8' TENSION FABRIC BANNER

Product descriptions for trade show use.



4'x10' TENSION FABRIC BANNER

End cap mockup for trade show use.



TZG

We would welcome the opportunity to discuss how TZG could be a project or agency resource for you. With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

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